

MAKING THE CASE FOR MIDWIFERY

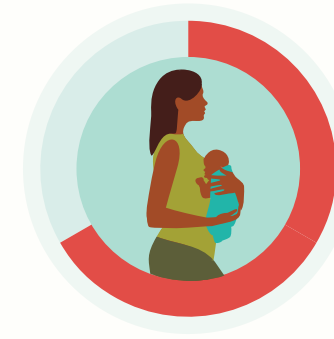
Improving Health, Saving Lives

73 COUNTRIES IN AFRICA, ASIA, LATIN AMERICA,
AND THE CARIBBEAN ACCOUNT FOR **92%** OF ALL MATERNAL
AND NEWBORN DEATHS AND STILLBIRTHS

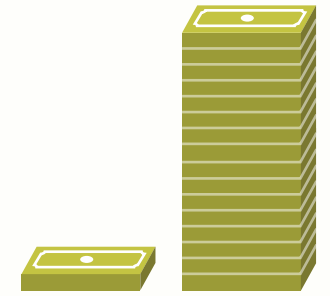
BUT THESE COUNTRIES HAVE LESS THAN **42%** OF THE
WORLD'S MIDWIVES, NURSES, AND DOCTORS.



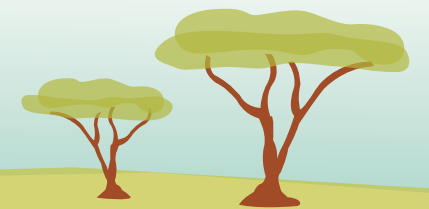
Every woman and every newborn
should have access to lifesaving care
from a skilled midwife.



Well-educated and regulated
midwives provide essential care
for women and newborns, and could
prevent up to **2/3** of global maternal
and newborn deaths.



Investing in midwives can yield
a **16-fold return** on investment.



MIDWIVES ARE A POWERFUL VOICE *for* CHANGE

EFFECTIVE MIDWIFERY CARE IS:

- ✓ **Available:** enough health workers
to meet the need
- ✓ **Accessible:** close to where
women live, and free at
point of service
- ✓ **Acceptable:** respectful
and culturally appropriate
- ✓ **High Quality:** competent,
skillful, knowledgeable



Midwives improve...



AVAILABILITY, BY DEMANDING:

- *More and better midwifery education*
- *Improved recruitment and retention*
- *Clear career development paths*
- *Less time for non-clinical tasks*



ACCESSIBILITY, BY DEMANDING:

- *Stronger workforce planning, so midwives
are there when women give birth*
- *Better transportation, including waiting homes,
bicycle ambulances, road improvements*
- *A minimum health package, provided free to
every woman*



ACCEPTABILITY, BY ADVOCATING FOR:

- *A better working environment for midwives*
- *Incorporation of respectful care into
midwifery training*
- *Mobilization of citizens and health
providers to demand respectful care*



QUALITY, BY STRENGTHENING:

- *Regulation and licensing of midwives*
- *National midwives associations that can
advise governments and advocate for
better quality of care*

For more information on how you can advocate for improved midwifery care, download:

Making the Case for Midwifery: A Toolkit for Using Evidence from the State of the World's Midwifery 2014 Report at bit.ly/MidwifeAdvocacy

